

Message Text

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PAGE 01 MOSCOW 04590 141606Z

ACTION EUR-12

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FM AMEMBASSY MOSCOW

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 8996

AMEMBASSY VIENNA

UNCLAS MOSCOW 04590

USDOC FOR BEWT/TPD (ROBB)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: LAND RECLAMATION S/ME

REF: ROBB TELEX LR-10

1. AS BEWT/TPD AWARE, WE HAVE ESTABLISHED INTERNAL POLICY OF NOT ALLOWING AGENT/REPS (IN GENERAL) TO PRESENT TECHNICAL PAPERS ON BEHALF OF THEIR CLIENTS AT ANY OF OUR S/ME'S. THIS HAS BEEN DECIDED SO AS NOT TO COMPROMISE OUR TOTAL PROGRAM WITH RESPECT TO ACCEPTANCE BY SOVIET TECHNICAL AUDIENCES. OUR EXPERIENCE HAS SHOWN THAT A TECHNICAL PAPER GIVEN BY AN AGENT/REP WHO IS (A) NOT TECHNICALLY VERSED OR COMPETENT IN THAT FIELD AND (B) CANNOT ANSWER HIGHLY TECHNICAL QUESTIONS FROM THE AUDIENCE, LEADS TO DISSATISFACTION. NOT ONLY IS THAT ONE PRESENTATION AFFECTED BUT OTHERS AS WELL DURING THAT SAME S/ME. THERE ARE CERTAINLY OTHER REASONS FOR THIS DECISION OF WHICH TPD ALSO AWARE AND WHICH ARE JUST AS VALID.

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PAGE 02 MOSCOW 04590 141606Z

2. REF TELEX, WE THEREFORE MUST DECLINE THE ROSCOE BROWN PRESENTATION BEING GIVEN BY THEIR AGENT/REP AND SUGGEST THAT, UNLESS ROSCOE BROWN CAN SEND A COMPANY SPECIALIST TO PRESENT PAPER, THEY BE ASKED TO WITHDRAW FROM S/ME.

3. WE RECOGNIZE THAT IF ROSCOE BROWN DOES DROP OUT,

ENTIRE S/ME WOULD BE IN JEOPARDY BECAUSE OF LOW NUMBER
OF PARTICIPANTS (WABCO, ALLIS CHALMERS, LASERPLANE).

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ANTICIPATING THIS, WE HAVE CALLED OUR SPONSOR, MIN
LAND REC, ADVISING THEM OF SITUATION. THEY RESPONDED
BY STATING THAT IN THEIR OPINION, A THREE OR FOUR FIRM
SHOW WAS NOT REALLY WORTH THE TIME FOR THEM OR FOR US.
THEY SUGGESTED WE FORWARD COPIES OF TECHNICAL PRE-
SENTATIONS TO THEM.

4. WE, THEREFORE, RECOMMEND THAT S/ME ON LAND RECLAMA-
TION BE CANCELLED. THIS IS BASED NOT ONLY ON ABOVE
CONSIDERATIONS RE LAND REC SHOW ITSELF, BUT MORE
IMPORTANTLY ON MAINTAINING REPUTATION OF OUR HITHERTO
SUCCESSFUL S/ME PROGRAM. TOON

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